

Station	KSNV-TV LAS VEGAS, NV.	Agency	() CROSSROADS MEDIA	Rep Firm	
Advertiser	() .CROSSROADS GPS		66 CANAL CENTER PLAZA, SUITE 555	Sales Office	() PHILADELPHIA
Product	Crossroads GPS		ALEXANDRIA, VA 22314	Salesperson	() AMY MCCREARY
Estimate#	777	Agency C/P1/P2/E	12/11/777		
Buyer	Emily Milhoan	Flight Dates	09/18/2012 - 09/24/2012	Salesperson Phone#	215-568-6540
Phone#		Hiatus Weeks		Salesperson FAX#	215-568-1845
Fax#					

--- CONTRACT COMMENT ---

SC=*

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	SU	5P-630P	NBC SUN-FTBL<	:30	\$650.00	09/23-09/23	0	0	0	\$0.00	
	2	SU	7P-9P	NBC SUN-FTBL<	:30	\$1,000.00	09/23-09/23	0	0	0	\$0.00	
	3	TU	430A-5A	WAKE-W/WAGNERS	:30	\$200.00	09/18-09/18	1	1	1	\$200.00	
	4	W	430A-5A	WAKE-W/WAGNERS	:30	\$200.00	09/19-09/19	1	1	1	\$200.00	
	5	TH	430A-5A	WAKE-W/WAGNERS	:30	\$200.00	09/20-09/20	1	1	1	\$200.00	
	6	SU	430A-5A	WAKE-W/WAGNERS	:30	\$200.00	09/23-09/23	1	1	1	\$200.00	
	7	M	430A-5A	WAKE-W/WAGNERS	:30	\$200.00	09/24-09/24	1	1	1	\$200.00	
	8	TU	1230P-1P	NEWS 3 AT NOON	:30	\$325.00	09/18-09/18	1	1	1	\$325.00	
	9	W	1230P-1P	NEWS 3 AT NOON	:30	\$325.00	09/19-09/19	1	1	1	\$325.00	
	10	TH	1230P-1P	NEWS 3 AT NOON	:30	\$325.00	09/20-09/20	1	1	1	\$325.00	
	11	F	1230P-1P	NEWS 3 AT NOON	:30	\$325.00	09/21-09/21	1	1	1	\$325.00	
	12	M	1230P-1P	NEWS 3 AT NOON	:30	\$325.00	09/24-09/24	1	1	1	\$325.00	
	13	SU	6A-7A	AVG. ALL WKS/NW3-SUNRS WKND	:30	\$325.00	09/23-09/23	1	1	1	\$325.00	
	14	TU	11A-12P	RACHAEL RAY	:30	\$325.00	09/18-09/18	1	1	1	\$325.00	

Station KSNV-TV LAS VEGAS, NV. Agency () CROSSROADS MEDIA Rep Firm

Advertiser () .CROSSROADS GPS 66 CANAL CENTER PLAZA, SUITE 555 Sales Office () PHILADELPHIA

Product Crossroads GPS ALEXANDRIA, VA 22314 Salesperson () AMY MCCREARY

Estimate# 777 Agency C/P1/P2/E 12/11/777

Buyer Emily Milhoan Flight Dates 09/18/2012 - 09/24/2012 Salesperson Phone# 215-568-6540

Phone# Hiatus Weeks Salesperson FAX# 215-568-1845

Fax#

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	15	W	11A-12P	RACHAEL RAY	:30	\$325.00	09/19-09/19	1	1	1	\$325.00	
	16	TH	11A-12P	RACHAEL RAY	:30	\$325.00	09/20-09/20	1	1	1	\$325.00	
	17	F	11A-12P	RACHAEL RAY	:30	\$325.00	09/21-09/21	1	1	1	\$325.00	
	18	M	11A-12P	RACHAEL RAY	:30	\$325.00	09/24-09/24	1	1	1	\$325.00	
	19	SU	8P-10P	VARIOUS	:30	\$1,150.00	09/23-09/23	0	0	0	\$0.00	
	20	SA	7P-730P	WHEEL	:30	\$500.00	09/22-09/22	1	1	1	\$500.00	
	21	TU	2P-3P	DOCTORS	:30	\$325.00	09/18-09/18	1	1	1	\$325.00	
	22	W	2P-3P	DOCTORS	:30	\$325.00	09/19-09/19	1	1	1	\$325.00	
	23	TH	2P-3P	DOCTORS	:30	\$325.00	09/20-09/20	1	1	1	\$325.00	
	24	F	2P-3P	DOCTORS	:30	\$325.00	09/21-09/21	1	1	1	\$325.00	
	25	M	2P-3P	DOCTORS	:30	\$325.00	09/24-09/24	1	1	1	\$325.00	
	26	TU	1235A-135A	J FALLON-NBC<	:30	\$225.00	09/18-09/18	1	1	1	\$225.00	
	27	W	1235A-135A	J FALLON-NBC<	:30	\$225.00	09/19-09/19	1	1	1	\$225.00	
	28	TH	1235A-135A	J FALLON-NBC<	:30	\$225.00	09/20-09/20	1	1	1	\$225.00	
	29	F	1235A-135A	J FALLON-NBC<	:30	\$225.00	09/21-09/21	1	1	1	\$225.00	

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---	---	-----	-----	-----	----	-----	-----	-----	----	-----	-----	-----
	30	M	1235A-135A	J FALLON-NBC<	:30	\$225.00	09/24-09/24	1	1	1	\$225.00	
	31	TU	10A-11A	TODAY SHW3-NBC	:30	\$325.00	09/18-09/18	1	1	1	\$325.00	
	32	W	10A-11A	TODAY SHW3-NBC	:30	\$325.00	09/19-09/19	1	1	1	\$325.00	
	33	TH	10A-11A	TODAY SHW3-NBC	:30	\$325.00	09/20-09/20	1	1	1	\$325.00	
	34	F	10A-11A	TODAY SHW3-NBC	:30	\$325.00	09/21-09/21	1	1	1	\$325.00	
	35	M	10A-11A	TODAY SHW3-NBC	:30	\$325.00	09/24-09/24	1	1	1	\$325.00	
	36	TU	5A-6A	WAKE W/WAGNRS1	:30	\$350.00	09/18-09/18	1	1	1	\$350.00	
	37	W	5A-6A	WAKE W/WAGNRS1	:30	\$350.00	09/19-09/19	1	1	1	\$350.00	
	38	TH	5A-6A	WAKE W/WAGNRS1	:30	\$350.00	09/20-09/20	1	1	1	\$350.00	
	39	F	5A-6A	WAKE W/WAGNRS1	:30	\$350.00	09/21-09/21	1	1	1	\$350.00	
	40	M	5A-6A	WAKE W/WAGNRS1	:30	\$350.00	09/24-09/24	1	1	1	\$350.00	
	41	TU	9A-10A	TODAY SHW2-NBC	:30	\$750.00	09/18-09/18	1	1	1	\$750.00	
	42	W	9A-10A	TODAY SHW2-NBC	:30	\$750.00	09/19-09/19	1	1	1	\$750.00	
	43	TH	9A-10A	TODAY SHW2-NBC	:30	\$750.00	09/20-09/20	1	1	1	\$750.00	
	44	F	9A-10A	TODAY SHW2-NBC	:30	\$750.00	09/21-09/21	1	1	1	\$750.00	
	45	M	9A-10A	TODAY SHW2-NBC	:30	\$750.00	09/24-09/24	1	1	1	\$750.00	

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	46	SA	630P-7P	JEP	:30	\$500.00	09/22-09/22	1	1	1	\$500.00	
	47	TU	7P-730P	JEOPARDY<	:30	\$1,000.00	09/18-09/18	1	1	1	\$1,000.00	
	48	W	7P-730P	JEOPARDY<	:30	\$1,000.00	09/19-09/19	1	1	1	\$1,000.00	
	49	TH	7P-730P	JEOPARDY<	:30	\$1,000.00	09/20-09/20	1	1	1	\$1,000.00	
	50	F	7P-730P	JEOPARDY<	:30	\$1,000.00	09/21-09/21	1	1	1	\$1,000.00	
	51	M	7P-730P	JEOPARDY<	:30	\$1,000.00	09/24-09/24	1	1	1	\$1,000.00	
	52	TU	1135P-1235A	TONITE SHW-NBC<	:30	\$750.00	09/18-09/18	1	1	1	\$750.00	
	53	W	1135P-1235A	TONITE SHW-NBC<	:30	\$750.00	09/19-09/19	1	1	1	\$750.00	
	54	TH	1135P-1235A	TONITE SHW-NBC<	:30	\$750.00	09/20-09/20	1	1	1	\$750.00	
	55	F	1135P-1235A	TONITE SHW-NBC<	:30	\$750.00	09/21-09/21	1	1	1	\$750.00	
	56	M	1135P-1235A	TONITE SHW-NBC<	:30	\$750.00	09/24-09/24	1	1	1	\$750.00	
	57	TU	4P-5P	NEWS	:30	\$700.00	09/18-09/18	1	1	1	\$700.00	
	58	W	4P-5P	NEWS	:30	\$700.00	09/19-09/19	1	1	1	\$700.00	
	59	TH	4P-5P	NEWS	:30	\$700.00	09/20-09/20	1	1	1	\$700.00	
	60	F	4P-5P	NEWS	:30	\$700.00	09/21-09/21	1	1	1	\$700.00	

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66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 12/11/777

Flight Dates 09/18/2012 - 09/24/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () AMY MCCREARY

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	61	M	4P-5P	NEWS	:30	\$700.00	09/24-09/24	1	1	1	\$700.00	
	62	TU	6A-7A	WAKE W/WAGNRS2	:30	\$1,000.00	09/18-09/18	1	1	1	\$1,000.00	
	63	W	6A-7A	WAKE W/WAGNRS2	:30	\$1,000.00	09/19-09/19	1	1	1	\$1,000.00	
	64	TH	6A-7A	WAKE W/WAGNRS2	:30	\$1,000.00	09/20-09/20	1	1	1	\$1,000.00	
	65	F	6A-7A	WAKE W/WAGNRS2	:30	\$1,000.00	09/21-09/21	1	1	1	\$1,000.00	
	66	M	6A-7A	WAKE W/WAGNRS2	:30	\$1,000.00	09/24-09/24	1	1	1	\$1,000.00	
	67	TU	7A-9A	TODAY SHW	:30	\$1,500.00	09/18-09/18	1	1	1	\$1,500.00	
	68	W	7A-9A	TODAY SHW	:30	\$1,500.00	09/19-09/19	1	1	1	\$1,500.00	
	69	TH	7A-9A	TODAY SHW	:30	\$1,500.00	09/20-09/20	1	1	1	\$1,500.00	
	70	F	7A-9A	TODAY SHW	:30	\$1,500.00	09/21-09/21	1	1	1	\$1,500.00	
	71	M	7A-9A	TODAY SHW	:30	\$1,500.00	09/24-09/24	1	1	1	\$1,500.00	
	72	TU	4P-430P	FIRST NWS 3-4<	:30	\$700.00	09/18-09/18	1	1	1	\$700.00	
	73	W	4P-430P	FIRST NWS 3-4<	:30	\$700.00	09/19-09/19	1	1	1	\$700.00	
	74	TH	4P-430P	FIRST NWS 3-4<	:30	\$700.00	09/20-09/20	1	1	1	\$700.00	
	75	F	4P-430P	FIRST NWS 3-4<	:30	\$700.00	09/21-09/21	1	1	1	\$700.00	
	76	M	4P-430P	FIRST NWS 3-4<	:30	\$700.00	09/24-09/24	1	1	1	\$700.00	

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Salesperson () AMY MCCREARY

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	77	TU	5P-630P	VARIOUS	:30	\$1,000.00	09/18-09/18	1	1	1	\$1,000.00	
	78	W	5P-630P	VARIOUS	:30	\$1,000.00	09/19-09/19	1	1	1	\$1,000.00	
	79	TH	5P-630P	VARIOUS	:30	\$1,000.00	09/20-09/20	1	1	1	\$1,000.00	
	80	F	5P-630P	VARIOUS	:30	\$1,000.00	09/21-09/21	1	1	1	\$1,000.00	
	81	M	5P-630P	VARIOUS	:30	\$1,000.00	09/24-09/24	1	1	1	\$1,000.00	
	82	TU	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	09/18-09/18	1	1	1	\$425.00	
	83	W	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	09/19-09/19	1	1	1	\$425.00	
	84	TH	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	09/20-09/20	1	1	1	\$425.00	
	85	F	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	09/21-09/21	1	1	1	\$425.00	
	86	M	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	09/24-09/24	1	1	1	\$425.00	
	87	SA	6A-7A	AVG. ALL WKS	:30	\$350.00	09/22-09/22	1	1	1	\$350.00	
	88	TU	3P-4P	DR. PHIL<	:30	\$450.00	09/18-09/18	1	1	1	\$450.00	
	89	W	3P-4P	DR. PHIL<	:30	\$450.00	09/19-09/19	1	1	1	\$450.00	
	90	TH	3P-4P	DR. PHIL<	:30	\$450.00	09/20-09/20	1	1	1	\$450.00	
	91	F	3P-4P	DR. PHIL<	:30	\$450.00	09/21-09/21	1	1	1	\$450.00	
	92	M	3P-4P	DR. PHIL<	:30	\$450.00	09/24-09/24	1	1	1	\$450.00	
	93	SU	7A-8A	SUN TODAY-NBC	:30	\$625.00	09/23-09/23	1	1	1	\$625.00	

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	94	SA	7A-9A	AVG. ALL WKS	:30	\$625.00	09/22-09/22	1	1	1	\$625.00	
	95	W	9P-10P	AVG. ALL WKS	:30	\$1,500.00	09/19-09/19	0	0	0	\$0.00	
	96	SA	8P-9P	AVG. ALL WKS	:30	\$550.00	09/22-09/22	0	0	0	\$0.00	
	97	SA	8P-9P	AVG. ALL WKS	:30	\$550.00	09/22-09/22	0	0	0	\$0.00	
	98	SA	9A-930A	AVG. ALL WKS	:30	\$500.00	09/22-09/22	1	1	1	\$500.00	
	99	SA	11A-12P	AVG. ALL WKS	:30	\$175.00	09/22-09/22	0	0	0	\$0.00	
	100	SA	11P-1135P	WKD2 NWS-AT 11<	:30	\$1,100.00	09/22-09/22	1	1	1	\$1,100.00	
	101	SU	930A-10A	AVG. ALL WKS	:30	\$500.00	09/23-09/23	1	1	1	\$500.00	
	102	SA	5P-630P	AVG. ALL WKS	:30	\$650.00	09/22-09/22	1	1	1	\$650.00	
	103	TH	10P-11P	PRIME SUSP-NBC	:30	\$1,400.00	09/20-09/20	0	0	0	\$0.00	
	104	TU	10P-11P	PARENTHOOD-NBC	:30	\$750.00	09/18-09/18	0	0	0	\$0.00	
	105	F	9P-11P	GRIMM-NBC/DATELNE FR-NBC	:30	\$1,400.00	09/21-09/21	0	0	0	\$0.00	
	106	TU	1P-2P	DAYS-OUR LIVES<	:30	\$425.00	09/18-09/18	1	1	1	\$425.00	
	107	W	1P-2P	DAYS-OUR LIVES<	:30	\$425.00	09/19-09/19	1	1	1	\$425.00	
	108	TH	1P-2P	DAYS-OUR LIVES<	:30	\$425.00	09/20-09/20	1	1	1	\$425.00	
	109	F	1P-2P	DAYS-OUR LIVES<	:30	\$425.00	09/21-09/21	1	1	1	\$425.00	

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	110	M	1P-2P	DAYS-OUR LIVES<	:30	\$425.00	09/24-09/24	1	1	1	\$425.00	
	111	SU	9P-11P	LAW & ORDER<	:30	\$1,150.00	09/23-09/23	0	0	0	\$0.00	
	112	SU	9A-930A	AVG. ALL WKS	:30	\$500.00	09/23-09/23	1	1	1	\$500.00	
	113	TU	11P-1135P	NEWS 3 AT 11<	:30	\$1,100.00	09/18-09/18	1	1	1	\$1,100.00	
	114	W	11P-1135P	NEWS 3 AT 11<	:30	\$1,100.00	09/19-09/19	1	1	1	\$1,100.00	
	115	TH	11P-1135P	NEWS 3 AT 11<	:30	\$1,100.00	09/20-09/20	1	1	1	\$1,100.00	
	116	F	11P-1135P	NEWS 3 AT 11<	:30	\$1,100.00	09/21-09/21	1	1	1	\$1,100.00	
	117	M	11P-1135P	NEWS 3 AT 11<	:30	\$1,100.00	09/24-09/24	1	1	1	\$1,100.00	
	118	W	9P-11P	AVG. ALL WKS	:30	\$2,300.00	09/19-09/19	0	0	0	\$0.00	
	119	TU-W	630P-7P	FACE-J RALSTON<	:30	\$800.00	09/18-09/19	2	1	2	\$1,600.00	
	120	TH-F	630P-7P	FACE-J RALSTON<	:30	\$800.00	09/20-09/21	2	1	2	\$1,600.00	
	121	M	630P-7P	FACE-J RALSTON<	:30	\$800.00	09/24-09/24	1	1	1	\$800.00	
	122	TU	8P-9P	BIGST LR12-NBC	:30	\$1,350.00	09/18-09/18	0	0	0	\$0.00	
	123	TH	8P-9P	COMMUNITY-NBC/PARK & REC-NBC	:30	\$1,350.00	09/20-09/20	0	0	0	\$0.00	
	124	M	9P-11P	SING OFF-NBC/ROCK-WLLMS-NBC	:30	\$3,000.00	09/24-09/24	0	0	0	\$0.00	
	125	TU	8P-10P	BIGST LR12-NBC	:30	\$3,000.00	09/18-09/18	0	0	0	\$0.00	
	126	SU	8A-9A	MEET PRESS-SUN	:30	\$3,000.00	09/23-09/23	1	1	1	\$3,000.00	

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66 CANAL CENTER PLAZA, SUITE 555

ALEXANDRIA, VA 22314

Agency C/P1/P2/E 12/11/777

Flight Dates 09/18/2012 - 09/24/2012

Hiatus Weeks

Rep Firm

Sales Office () PHILADELPHIA

Salesperson () AMY MCCREARY

Salesperson Phone# 215-568-6540

Salesperson FAX# 215-568-1845

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	127	F	10P-11P		:30	\$3,200.00	09/21-09/21	1	1	1	\$3,200.00	
				Buyline Comment: DLINE								
	128	W	9P-10P		:30	\$4,000.00	09/19-09/19	1	1	1	\$4,000.00	
				Buyline Comment: AGT								
	129	SA	8P-9P		:30	\$1,200.00	09/22-09/22	1	1	1	\$1,200.00	
				Buyline Comment: NBC PRIME								
	130	SU	1130P-12A		:30	\$400.00	09/23-09/23	1	1	1	\$400.00	
				Buyline Comment: SPORTS NIGHT								
	131	SU	10P-11P		:30	\$1,200.00	09/23-09/23	1	1	1	\$1,200.00	
				Buyline Comment: L&O								
	132	TU-F	4P-5P		:30	\$725.00	09/18-09/21	1	1	1	\$725.00	
				Buyline Comment: NEWS								

---REPORT TOTALS---

Report Totals: 118 / \$83,275.00

---SALES MONTHLY TOTALS---

Sep 12: 118 / \$83,275.00

Sales Totals: 118 / \$83,275.00

Station Totals: 118 / \$83,275.00

Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$277,583	CATV	0%	KBLR	0%	KINC	0%	KLAS	33%	KSNV	30%
		KTNV	17%	KTUD	1%	KVCW	1%	KVMY	1%	KVVU	17%
		XXXX	0%								

Station	KSNV-TV LAS VEGAS, NV.	Agency	() CROSSROADS MEDIA	Rep Firm	
Advertiser	().CROSSROADS GPS		66 CANAL CENTER PLAZA, SUITE 555	Sales Office	() PHILADELPHIA
Product	Crossroads GPS		ALEXANDRIA, VA 22314	Salesperson	() AMY MCCREARY
Estimate#	777	Agency C/P1/P2/E	12/11/777		
Buyer	Emily Milhoan	Flight Dates	09/18/2012 - 09/24/2012	Salesperson Phone#	215-568-6540
Phone#		Hiatus Weeks		Salesperson FAX#	215-568-1845
Fax#					

---COMPETITIVE COMMENTS---

EST SHARES

Books	NOV12
Demos	RA35+

--- CREDIT RISK ---

CASH IN ADVANCE